

## ORDER



**Orders**  
**Order / Rev:** 706685  
**Alt Order #:** 06278669  
**Product Desc:** OBAMA FOR AMERICA  
**Estimate:** 1537  
**Flight Dates:** 10/30/12 - 11/05/12  
**Original Date / Rev:** 08/15/12 / 08/15/12  
**Order Type:** Political

WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	196	\$97,725.00	\$83,066.25
11/05/12	11/11/12	36	\$19,200.00	\$16,320.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	232	\$116,925.00	\$99,386.25	0.00
<b>Totals</b>	<b>232</b>	<b>\$116,925.00</b>	<b>\$99,386.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WKYC	30%	\$116,925.00
Market	100%	\$389,750.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$3,897.50
WEWS	20%	\$77,950.00
WJW	28%	\$109,130.00
WOIO	19%	\$74,052.50
WUAB	2%	\$7,795.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/30/12	11/02/12	Days of Our Lives Days of Our Lives	CM	1p-2p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	- TWTF - -			8		\$200.00		0.00				
E 2	WKYC	10/30/12	11/02/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	- TWTF - -			4		\$100.00		0.00				
E 3	WKYC	10/30/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	- TWTF - -	:30	7	\$450.00	P-5	0.00	NM	7	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	- TWTF - -			7		\$450.00		0.00				

Order / Rev: 706685  
 Alt Order #: 06278669  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	10/30/12	11/02/12	M-F 10-11a M-F 10-11a	CM	10a-11a	- TWTF - -	:30	8	\$100.00	P-5	0.00	NM	8	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$100.00			0.00			
E 5	WKYC	10/30/12	11/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	- TWTF - -	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$150.00			0.00			
E 6	WKYC	10/30/12	11/02/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF - -	:30	7	\$200.00	P-5	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		7			\$200.00			0.00			
E 7	WKYC	10/30/12	11/02/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$50.00			0.00			
E 8	WKYC	10/30/12	11/02/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$200.00			0.00			
E 9	WKYC	10/30/12	11/02/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$200.00			0.00			
E 10	WKYC	10/30/12	11/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	8	\$300.00	P-5	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$300.00			0.00			
E 11	WKYC	10/30/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF - -	:30	4	\$50.00	P-5	0.00	NM	4	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		4			\$50.00			0.00			
E 12	WKYC	10/30/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	8	\$50.00	P-5	0.00	NM	8	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$50.00			0.00			
E 13	WKYC	10/30/12	11/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	8	\$500.00	P-5	0.00	NM	8	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		8			\$500.00			0.00			
E 14	WKYC	10/30/12	11/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF - -	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		7			\$750.00			0.00			
E 15	WKYC	10/30/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	- TWTF - -	:30	10	\$400.00	P-5	0.00	NM	10	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		10			\$400.00			0.00			
E 16	WKYC	10/30/12	11/02/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	- TWTF - -	:30	7	\$1,500.00	P-5	0.00	NM	7	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		7			\$1,500.00			0.00			
E 17	WKYC	10/30/12	11/02/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	7	\$750.00	P-5	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF - -		7			\$750.00			0.00			
E 18	WKYC	10/30/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706685  
 Alt Order #: 06278669  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	10/30/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a - TWTF--	:30	20	\$400.00	P-5	0.00	NM	20	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		20		\$400.00			0.00			
E 19	WKYC	10/30/12	11/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p - TWTF--	:30	4	\$750.00	P-5	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		4		\$750.00			0.00			
E 20	WKYC	10/30/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a - TWTF--	:30	8	\$200.00	P-5	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	- TWTF--		8		\$200.00			0.00			
E 21	WKYC	11/02/12	11/02/12	Fri Prime C Fri Prime C	CM	10-11p ----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1		\$1,500.00			0.00			
E 22	WKYC	11/02/12	11/02/12	Fri Prime B Fri Prime B	CM	9-10p ----F--	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1		\$1,500.00			0.00			
E 23	WKYC	11/05/12	11/05/12	Mon Prime C Mon Prime C	CM	10-11p M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$2,200.00			0.00			
E 24	WKYC	11/05/12	11/05/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM) M-----	:30	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$5,000.00			0.00			
E 25	WKYC	11/03/12	11/04/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su -----SS	:30	4	\$500.00	P-5	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----SS		4		\$500.00			0.00			
E 26	WKYC	11/03/12	11/03/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a -----S-	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$100.00			0.00			
E 27	WKYC	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Footb-----S-	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$800.00			0.00			
E 28	WKYC	11/03/12	11/03/12	630A-7A Chris Matthews Show	CM	630a-7a -----S-	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$200.00			0.00			
E 29	WKYC	11/03/12	11/03/12	Sat 7-8p Sat 7-8p	CM	7-8p -----S-	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2		\$400.00			0.00			
E 30	WKYC	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a -----S-	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2		\$350.00			0.00			
E 31	WKYC	11/03/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a -----S-	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		3		\$350.00			0.00			
E 32	WKYC	11/03/12	11/03/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM) -----S-	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1		\$900.00			0.00			

Order / Rev: 706685  
 Alt Order #: 06278669  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 32	WKYC	11/03/12	11/03/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	:30	1	\$900.00	P-5	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$900.00		0.00				
E 33	WKYC	11/04/12	11/04/12	Meet the Press Meet the Press	CM	1030a-1130a	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$1,500.00		0.00				
E 34	WKYC	11/04/12	11/04/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$950.00		0.00				
E 35	WKYC	11/04/12	11/04/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$100.00		0.00				
E 36	WKYC	11/04/12	11/04/12	5A-530A Hometime	CM	5a-530a	:30	1	\$125.00	P-5	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$125.00		0.00				
E 37	WKYC	11/04/12	11/04/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		1		\$1,000.00		0.00				
E 38	WKYC	11/04/12	11/04/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	:30	6	\$1,000.00	P-5	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		6		\$1,000.00		0.00				
E 39	WKYC	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	:30	2	\$350.00	P-5	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		2		\$350.00		0.00				
E 40	WKYC	11/04/12	11/04/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	:30	3	\$350.00	P-5	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S		3		\$350.00		0.00				
E 41	WKYC	11/01/12	11/01/12	Thu Prime C Thu Prime C	CM	10-11p	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---		1		\$2,800.00		0.00				
E 42	WKYC	11/01/12	11/01/12	Thu Prime A Thu Prime A	CM	8-9p	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	---T---		1		\$1,800.00		0.00				
E 43	WKYC	10/30/12	11/04/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	:30	8	\$950.00	P-5	0.00	NM	8	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-TWTFSS		8		\$950.00		0.00				
E 44	WKYC	10/30/12	10/30/12	Tue Prime A Tue Prime A	CM	8-9p	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-T-----		1		\$2,800.00		0.00				
E 45	WKYC	10/31/12	10/31/12	Wed Prime C Wed Prime C	CM	10-11p	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$2,000.00		0.00				
E 46	WKYC	10/31/12	10/31/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	--W----		1		\$1,800.00		0.00				

Order / Rev: 706685  
 Alt Order #: 06278669  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 46	WKYC	10/31/12	10/31/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1		\$1,800.00			0.00			
E 47	WKYC	10/31/12	10/31/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1		\$2,000.00			0.00			
E 48	WKYC	11/05/12	11/05/12	Days of Our Lives Days of Our Lives	CM	1p-2p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$200.00			0.00			
E 49	WKYC	11/05/12	11/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$100.00	P-5	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$100.00			0.00			
E 50	WKYC	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1135p-1237a M-----	:30	1	\$450.00	P-5	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$450.00			0.00			
E 51	WKYC	11/05/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10a-11a M-----	:30	2	\$100.00	P-5	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$100.00			0.00			
E 52	WKYC	11/05/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$150.00			0.00			
E 53	WKYC	11/05/12	11/05/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p M-----	:30	1	\$200.00	P-5	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$200.00			0.00			
E 54	WKYC	11/05/12	11/05/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$50.00			0.00			
E 55	WKYC	11/05/12	11/05/12	M-F 2-3p Rachel Ray	CM	2-3p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$200.00			0.00			
E 56	WKYC	11/05/12	11/05/12	M-F 3-4p The Doctors	CM	3p-4p M-----	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$200.00			0.00			
E 57	WKYC	11/05/12	11/05/12	M-F 4-5p Ellen Degeneres	CM	4p-5p M-----	:30	2	\$300.00	P-5	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$300.00			0.00			
E 58	WKYC	11/05/12	11/05/12	M-F 430a-5a 430a News	CM	430a-5a M-----	:30	1	\$50.00	P-5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1		\$50.00			0.00			
E 59	WKYC	11/05/12	11/05/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a M-----	:30	2	\$50.00	P-5	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2		\$50.00			0.00			
E 60	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 706685  
 Alt Order #: 06278669  
 Flight Dates: 10/30/12 - 11/05/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA FOR AMERICA  
 Estimate: 1537

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 60	WKYC	11/05/12	11/05/12	M-F 5-6p Dr. Phil	CM	5p-6p M-----	:30	2	\$500.00	P-5	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		2			\$500.00		0.00			
E 61	WKYC	11/05/12	11/05/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$750.00		0.00			
E 62	WKYC	11/05/12	11/05/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a M-----	:30	2	\$400.00	P-5	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		2			\$400.00		0.00			
E 63	WKYC	11/05/12	11/05/12	Nightly News Nightly News	CM	M-Su 6:28p-7p M-----	:30	1	\$1,500.00	P-5	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$1,500.00		0.00			
E 64	WKYC	11/05/12	11/05/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$750.00		0.00			
E 65	WKYC	11/05/12	11/05/12	M-F 7-9a Today Today Show	CM	7a-9a M-----	:30	5	\$400.00	P-5	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		5			\$400.00		0.00			
E 66	WKYC	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p M-----	:30	1	\$750.00	P-5	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$750.00		0.00			
E 67	WKYC	11/05/12	11/05/12	M-F 9-10a Today II Today Show II	CM	9a-10a M----- (9:00 AM-10:00 AM)	:30	2	\$200.00	P-5	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		2			\$200.00		0.00			
E 68	WKYC	11/05/12	11/05/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P M-----	:30	1	\$950.00	P-5	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1			\$950.00		0.00			
Totals													232	\$116,925.00